



Content Management

Content Management Basics



Content Management Basics: An Overview

- Introduction to the course
- Introduction to Content Management
 - What is Content Management?
 - Process
 - Workflow
- TeamSite Overview
 - What is TeamSite?
 - Benefits
 - Structure
 - Roles
- TeamSite Concepts
 - Graphical User Interface
 - Version Management
- Content Management Shop Responsibilities



Introduction

- ✓ **Welcome to the course**
- ✓ **Introductions**
- ✓ **Course objectives**



Content Management Basics

- ✓ **Introduction to Content Management**
 - What is Content Management?
 - Process
 - Workflow
- TeamSite Overview
- TeamSite Concepts
- Content Management Shop Responsibilities



What is “Content”?

- CONTENT is simply information, whether text or graphics, on a website
- It can be an icon, a headline, a publication, calendar events, forms, policies, procedures, audio tracks, video film clips, or news updates, among others
- Web content is collectively the text, audio/video, graphics, and applications that comprise the end-user's total experience online



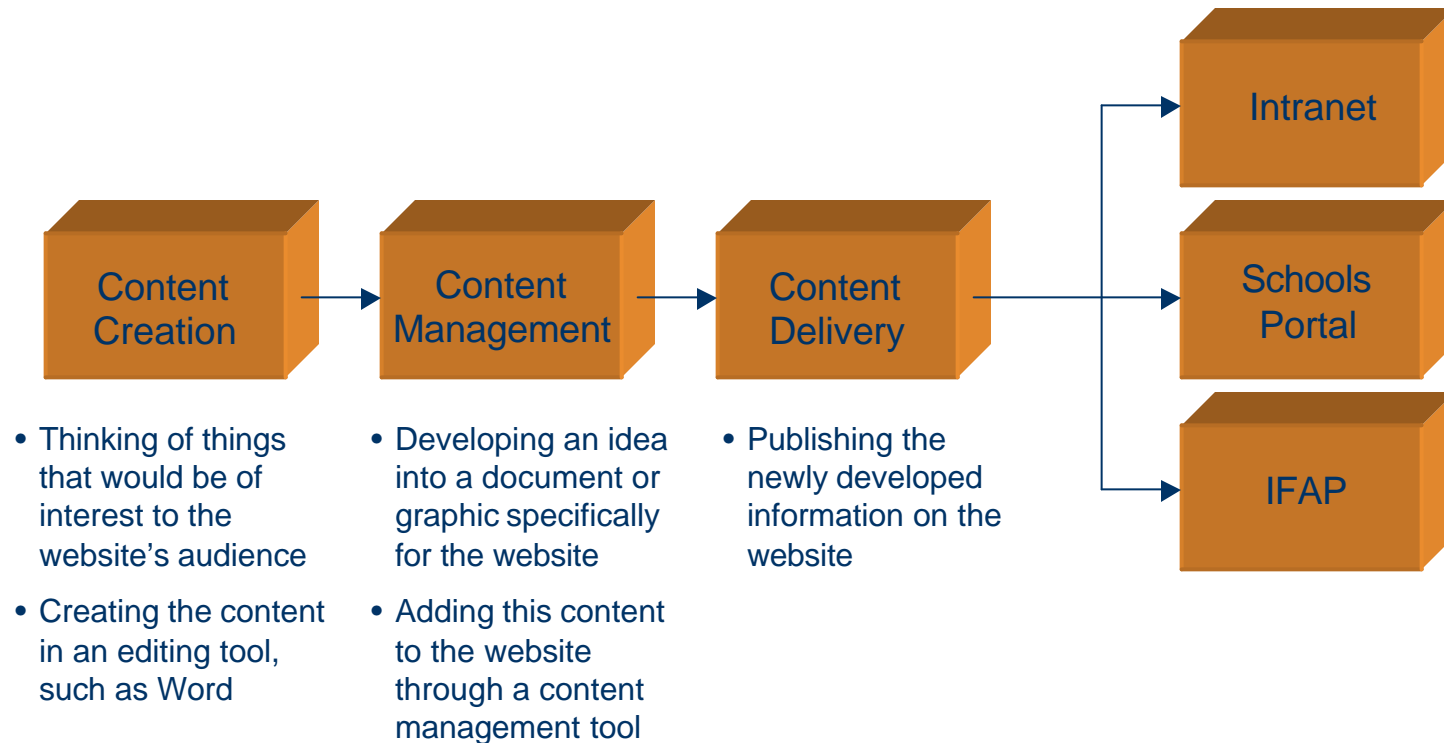
What is Content Management?

- Content Management is the process by which **people** use **software** to supply Schools Portal, IFAP, and the Intranet with **information**
- It manages the addition, revision, and removal of the content targeted for publication on the web from its creation to archiving



Content Management Process

The basic content management process looks like this:



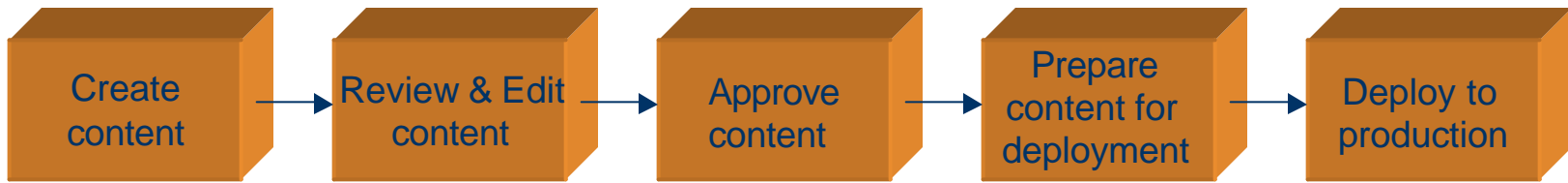


Content Management Workflow

A workflow is:

- The set of steps that take information (content) from development to production
- An established process for creating and approving content for a website
- This involves some steps within our content management tool, called TeamSite

An example:





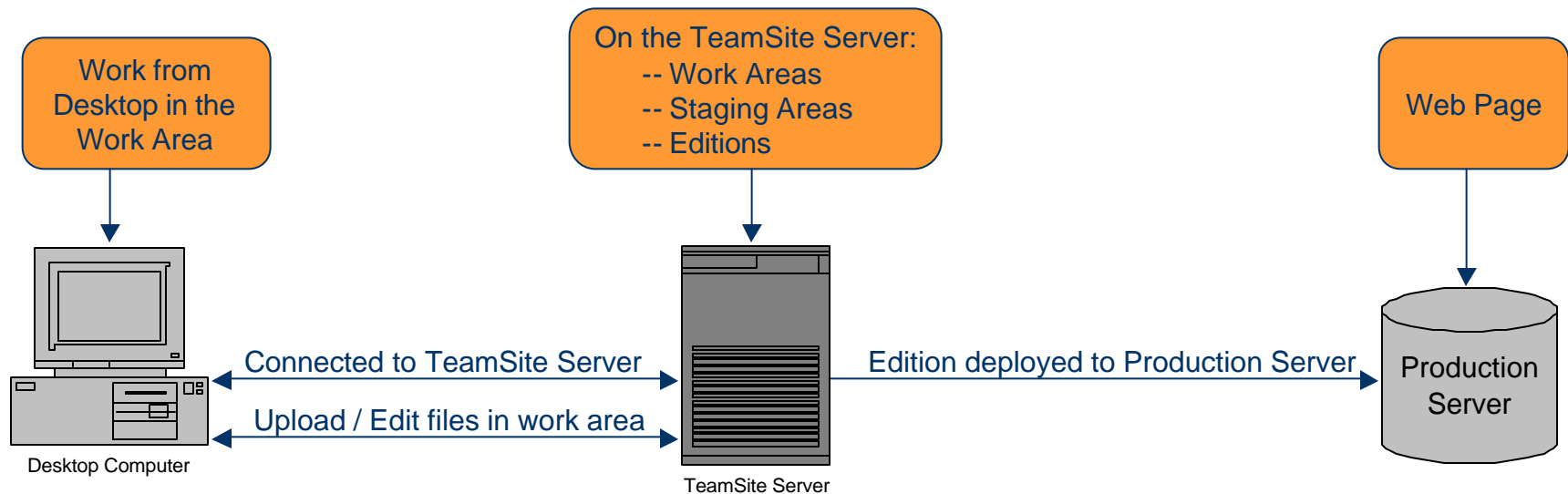
Content Management Basics

- Introduction to Content Management
- ✓ **TeamSite Overview**
 - What is TeamSite?
 - Benefits
 - Structure
 - Roles
- TeamSite Concepts
- Content Management Shop Responsibilities



What is TeamSite?

- TeamSite uses a virtual copy of a website so pages can be edited without changing the final production version





TeamSite Benefits

- With TeamSite, we can manage website content from development to production with one easy-to-use software platform
- TeamSite allows users to import and easily edit any file using its Graphical User Interface (GUI)
- Multiple users can edit the same file in their work areas without affecting each other's work
- After work is submitted to the staging area, users can view it as a web page to identify any differences with what others have submitted
- Ability to roll back to a previous version



TeamSite Structure

TeamSite's structure consists of branches, folders, and files, similar to Windows Explorer.

Its basic structure includes the following:

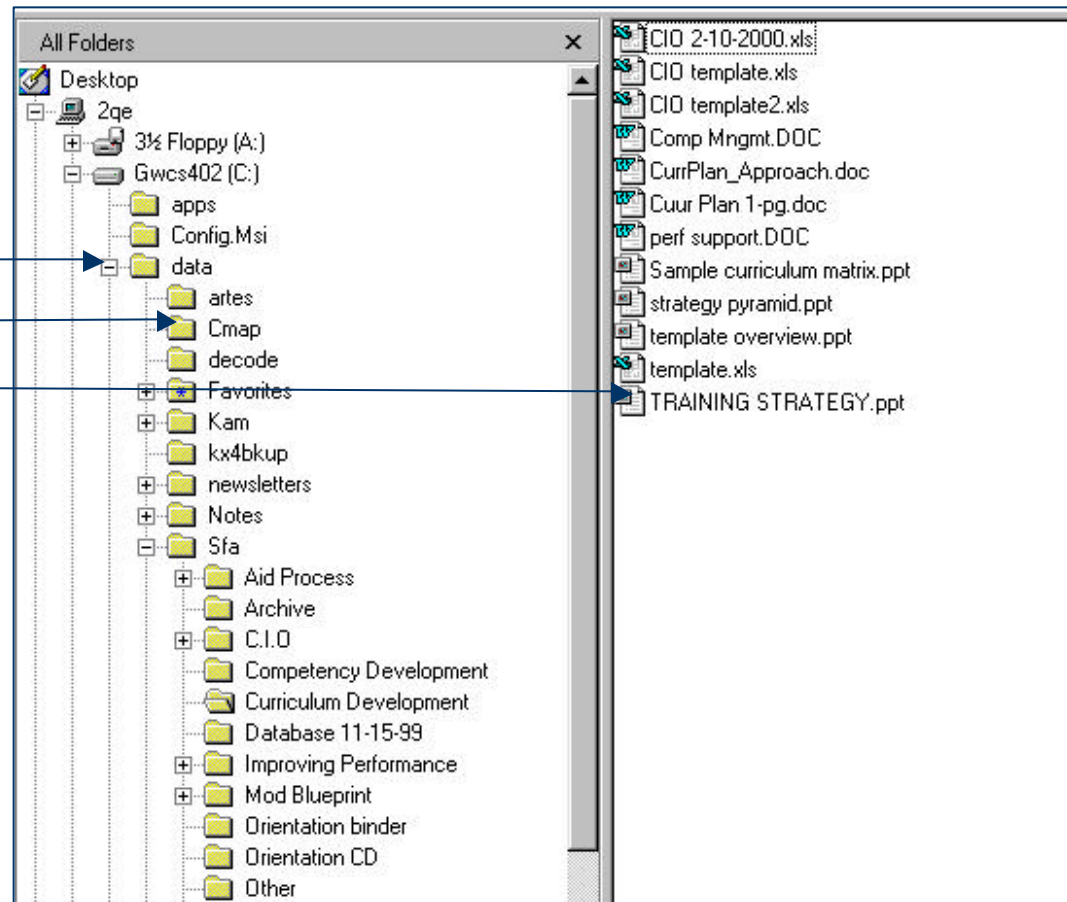
- Branch
- Sub-branch
- Work Area
- Staging Area
- Editions



TeamSite Structure:

A Comparison to Windows Explorer

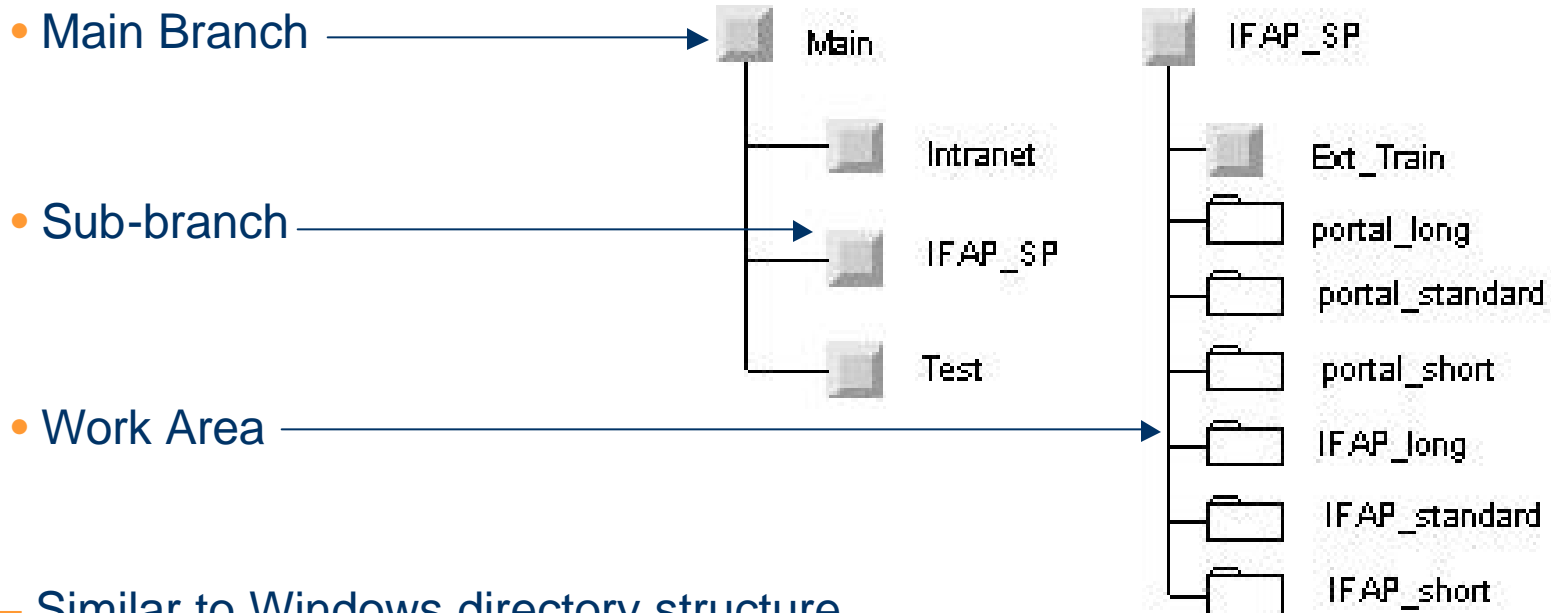
- Folder
- Sub-folder
- Document





TeamSite Structure:

Branch Structure



- Similar to Windows directory structure
- Easy to navigate
- Folders are “Branches”
- Documents are “Workareas”



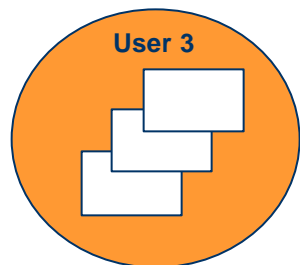
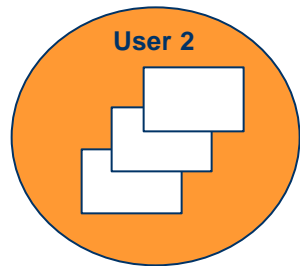
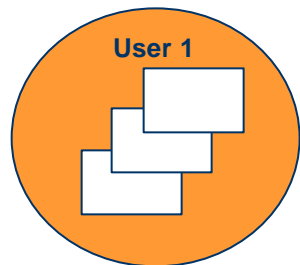
TeamSite Structure: What is a Branch?

- Examples are Intranet, IFAP, and Schools Portal
- Contains a single website or part of a website maintained by a team
- May be related to each other or completely independent
- Allows separate teams to work independently on different projects
- Contains one or more work areas, a staging area, a published edition, and may contain sub-branches and previous editions
- A sub-branch is used to separate development efforts among teams or team members

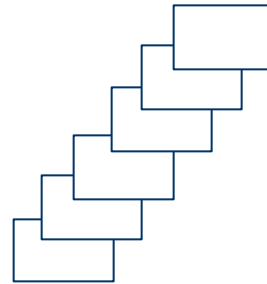
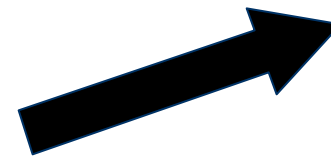
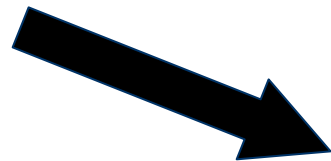


TeamSite Structure

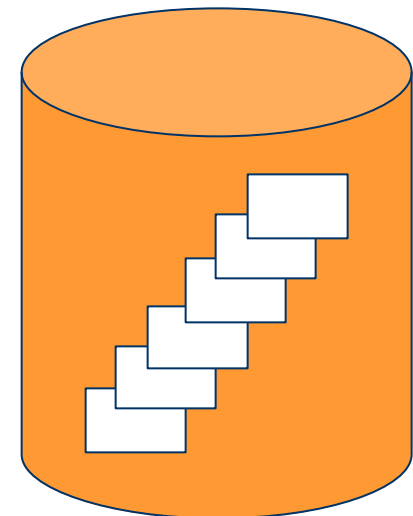
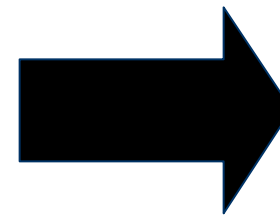
- Within each branch, there are workareas, a staging area, and all published editions



Workareas



Staging Area



Edition



TeamSite Structure:

What is a Workarea?

- For example, within Intranet, each channel has a work area
- Represents a copy of a branch's website
- Users can create or edit files in their work areas without affecting the actual site or the work of other content contributors
- When content developers complete their work, they promote (or submit) changes to the staging area, where their updates can be shared with other content developers



TeamSite Structure: What is the Staging Area?

- Contains content from different work areas in an integrated format
- Files in the staging area are read-only, and can not be edited -- it's a place to view and share information



TeamSite Structure:

What is an Edition?

- When a staging area has the content it needs and appears ready for production, it becomes an edition
- An archived read-only copy of the website in the particular branch -- it contains all files in the staging area at the time it was published
- If a change is necessary, a new Edition needs to be published -- then, the content development process starts over
- When an edition is ready for the website, it can be deployed for production



TeamSite Structure:

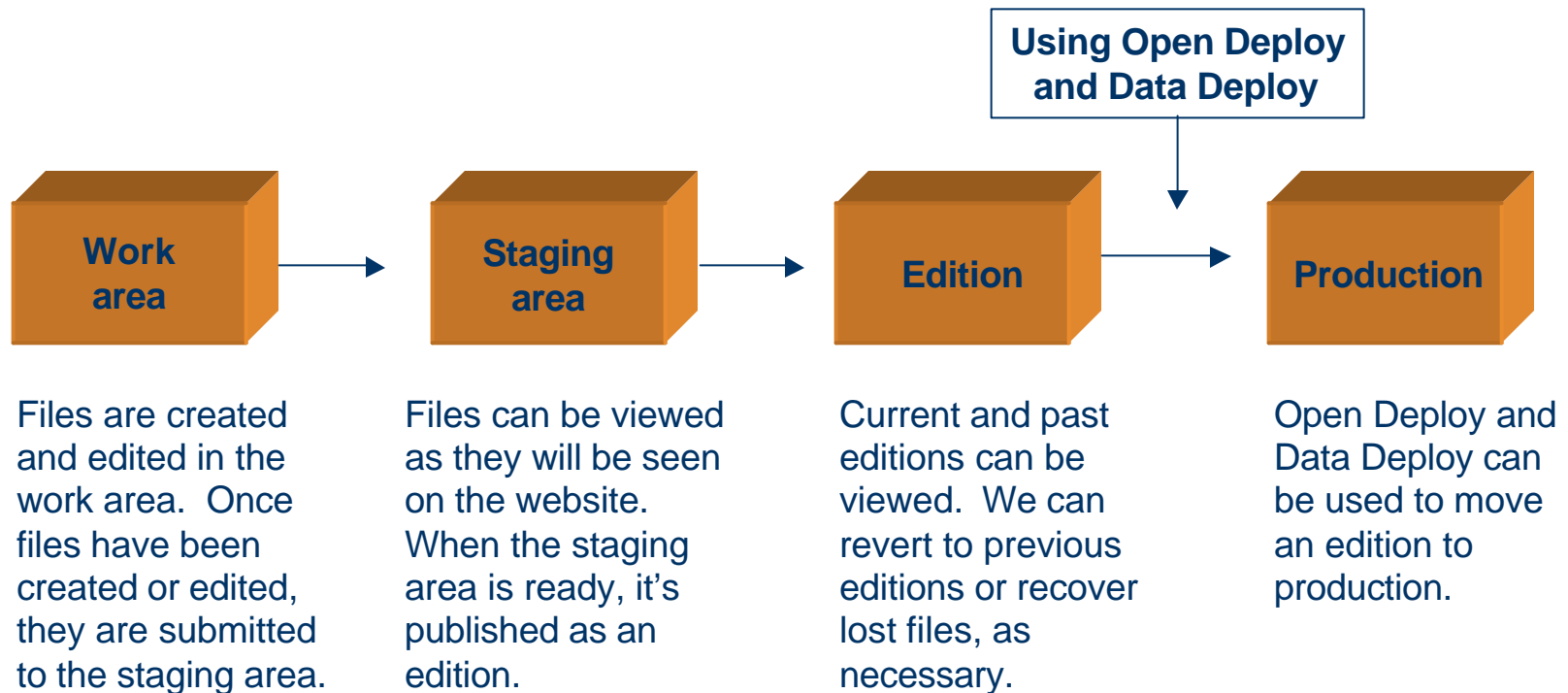
What are Open Deploy & Data Deploy?

- Open Deploy
 - Allows the transfer of website content from the TeamSite development Server to the Production Server
- Data Deploy
 - Allows the transfer of data to the Oracle database
 - Similar to Open Deploy, however, instead of transferring files within the TeamSite Server, data is transferred to database tables from TeamSite to the Oracle database (for IFAP and Schools Portal)



TeamSite Structure: Using Open Deploy & Data Deploy

Within the web content flow:

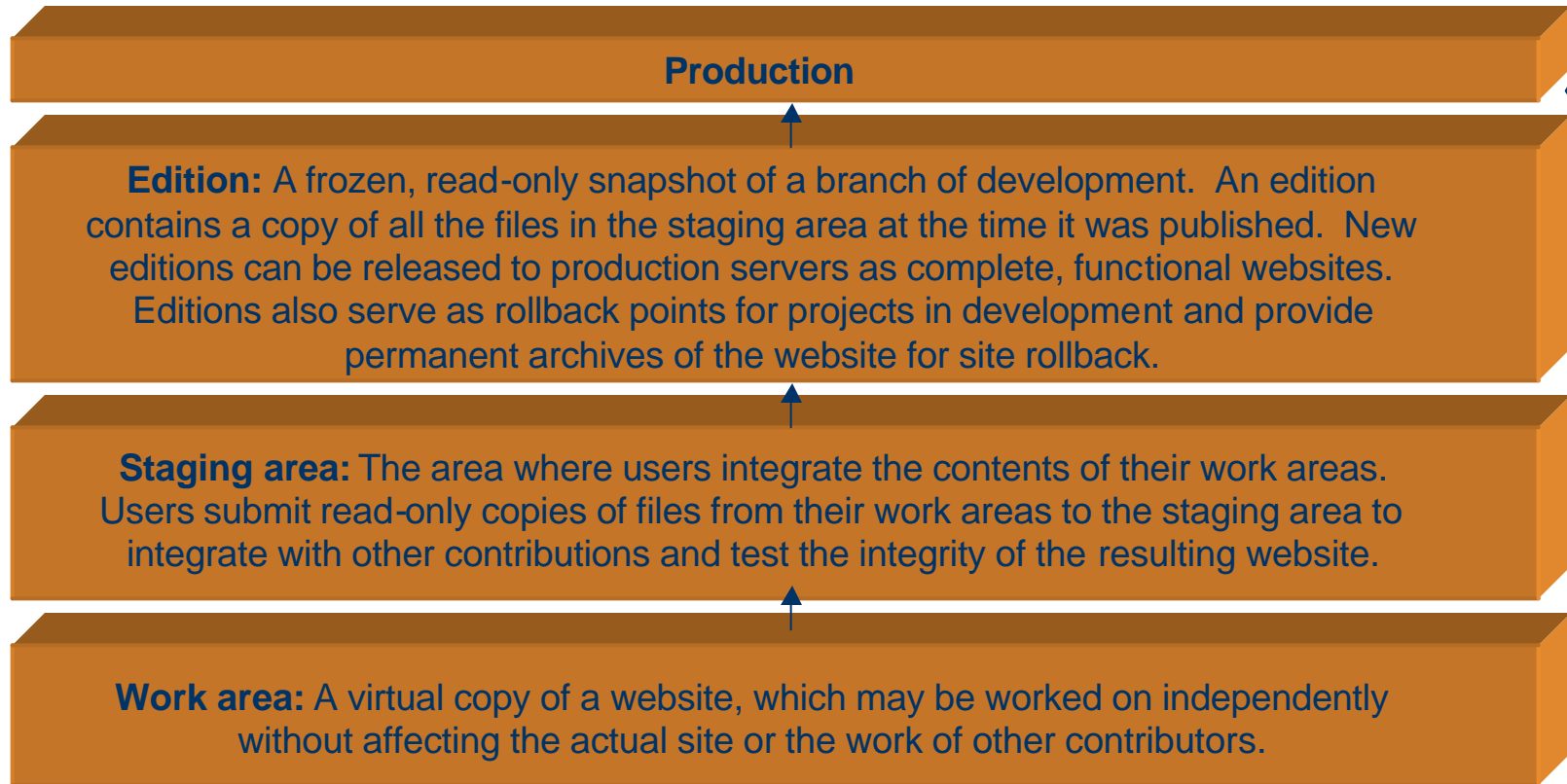




TeamSite Structure: Using Open Deploy & Data Deploy

Within the TeamSite structure:

Using Open Deploy
and Data Deploy





TeamSite User Roles

TeamSite has four major roles:

- Author
- Editor
- Administrator
- Master



TeamSite User Roles

- The four roles are like a pyramid
- The Master oversees the Administrator, who oversees the editors, who oversees the authors





TeamSite User Roles:

Author



- Primary content creator and maintainer of the website
- Creates and edits files for the site; can edit files in the Work Area, but does not own the Work Area
- Cannot delete files



TeamSite User Roles:

Editor



- Primarily responsible for managing development within their workareas, which involves managing authors
- Has all capabilities of Authors
- Owns one or more workareas
- Can delete and submit files to the Staging Area
- Usually assigns work to Authors
- Can publish Editions (this can be restricted)



TeamSite User Roles:

Administrator

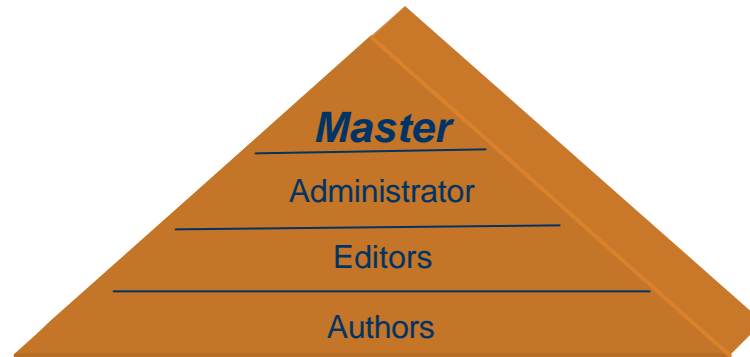


- Has the capabilities of Authors and Editors
- Owns Branches and can publish a website
- Has extended capabilities and special access privileges on his / her own Branch
- Manages project workflow by creating workareas and sub-branches on his / her Branch
- Usually a project manager or webmaster who oversees the development of content on his / her own Branch



TeamSite User Roles:

Master



- Has all capabilities of the Author, Editor, and Administrator
- Owns the main Branch from which sub-branches are created
- Organizes the structure of the TeamSite System
- Has authority over the entire TeamSite Server
- Generally involved in the installation of TeamSite and can reconfigure TeamSite on a system-wide basis



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- Introduction to Content Management
- TeamSite Overview
- ✓ **TeamSite Concepts**
 - Graphical User Interface
 - Version Management
- Content Management Shop Responsibilities



TeamSite Concepts:

What is a Graphical User Interface?

- A graphical user interface, also known as a GUI, is the screen you use to navigate through a website or application
- For example, Windows Explorer is a kind of GUI
- Let's take a look at the TeamSite GUI



TeamSite GUI Views: Navigation Window

- Current location will be highlighted with a red dot
- The Navigation Window contains the directory structure for TeamSite

TeamSite - Microsoft Internet Explorer

Address: http://localhost/iw/start.html

compq1 editor: COMPQIweditor

File Edit View Favorites Tools Help

Back Forward Stop Refresh Home Search Favorites History Mail Size Print

Back Home Refresh To Do Workarea Select All Clear All Compare

main test STAGING

test Based On: INITIAL Lock Model: Submit Locking

DESCRIPTION
test branch 8/16/00 - MAP

WORKAREAS	OWNER	CREATED
<input type="checkbox"/> load [N/A]	Administrator	08/16/2000 12:49

STAGING AREA	OWNER	CREATED
<input type="checkbox"/> STAGING	Administrator	08/16/2000 12:48

EDITIONS	PUBLISHER	PUBLISHED
<input type="checkbox"/> ed_0003	Administrator	08/17/2000 08:49
<input type="checkbox"/> ed_0002	Administrator	08/16/2000 16:06
<input type="checkbox"/> ed_0001	Administrator	08/16/2000 12:59
<input type="checkbox"/> INITIAL	Administrator	08/16/2000 12:48

Logout

Local intranet

Navigation Window



TeamSite GUI Views: Work Window

- The Work Window contains a list of files and directories
- Select files from this window to perform actions
- Left click links to preview the web page in a new browser window
- Use the checkboxes to select files for an action

TeamSite - Microsoft Internet Explorer

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File Edit View

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Logout Click here to log out of TeamSite

Local intranet



TeamSite GUI Views: Tool Bars

- Menu Bar
- Button Bar
- Main Branch
- First sub-branch named Test
- Up-to-date read only version of the site
- The Navigation Window
- The Work Window

TeamSite - Microsoft Internet Explorer

File Edit View Favorites Tools Help

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Address http://localhost/iw/start.html Go Links

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Logout

Local intranet



Version Management

TeamSite has two version controls

- Individual file versioning
 - Files are “versioned” every time they are submitted to the staging area
 - Old versions can be accessed or reverted to at any time
- Entire website versioning
 - Editions are used to version the entire website
 - Editions allow users to view the entire website as it appeared at that point in time



Content Management Basics

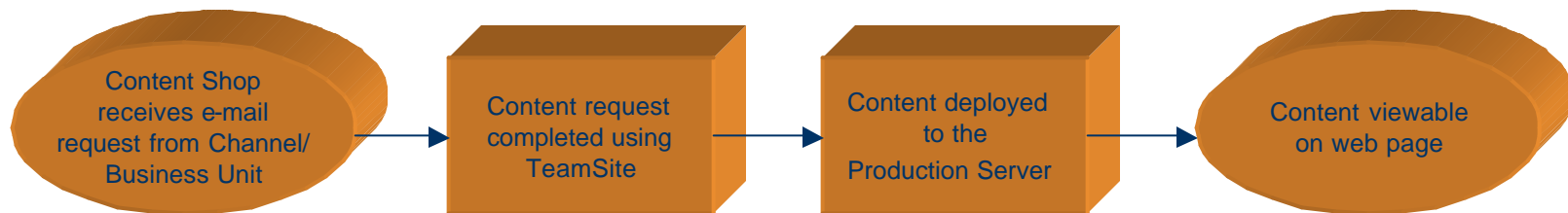
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Content Management Shop

Current Process Responsibilities

- Short Term Process

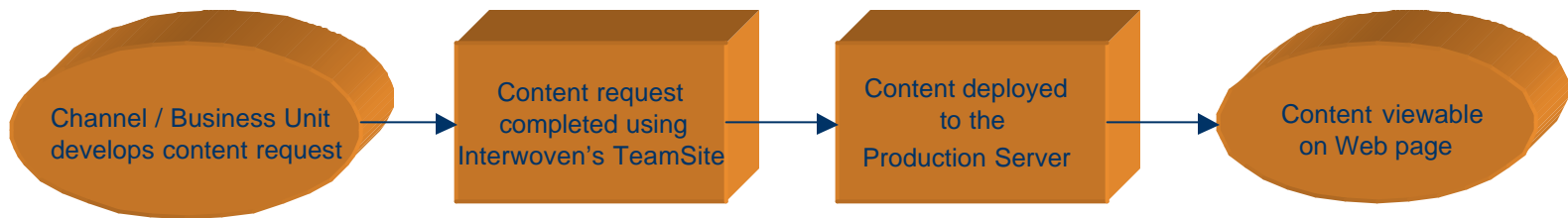


- The Content Management shop manages content for the Intranet, Schools Portal, and IFAP applications
- Shop receives an e-mail request from a unit and does the following:
 - Creates, modifies, or deletes content, depending on the request
 - Gets approval for requested change
 - Verifies format and accuracy of content
 - Submits content to the staging area
 - Publishes content in the staging area as an Edition



Content Management Shop Future Process Responsibilities

- Long Term Process



- Long term, the Content Shop will not receive requests for content
- Channels will initiate their own Content Management actions, after receiving training from designated Content Managers
- Content shop will train identified content contributors in the various business units
- After training, business units will create, modify, delete, test, and upload their own information to the site



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